

Dienger, Whitney

5e135

From: Jacobs, Sarah
Sent: Thursday, September 13, 2012 4:20 PM
To: Dienger, Whitney
Subject: RE: Protect Your Vote Ohio - WKRC mkgds

OK

From: Dienger, Whitney
Sent: Thursday, September 13, 2012 4:19 PM
To: Jacobs, Sarah
Subject: RE: Protect Your Vote Ohio - WKRC mkgds

Since Tue 10p-11p is really 9-11p (the encore of the 2-hour finale), I booked under the special inv code, but restricted it to 10p-11p and the NCIS LA program. Okay?
If so, it is ready to approve.

Whitney Dienger
Executive Assistant · WKRC-TV · EKRC-TV
1906 Highland Avenue · Cincinnati, OH 45219-3104
phone: 513-763-5544 | fax: 513-763-5562
E-mail : wdienger@local12.com

From: Jacobs, Sarah
Sent: Thursday, September 13, 2012 2:57 PM
To: Dienger, Whitney
Subject: FW: Protect Your Vote Ohio - WKRC mkgds

MKGD offered:
2x M-F 630-7am @ \$1100 each (9/17 & 9/18) P1
2x M-F 8-9am @ \$700 each (9/17 & 9/18) P1
Tues 10-11p @ \$6000 P1
1x 430-5pm 9/17 @ \$1800 P1
Total \$11,400

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Thursday, September 13, 2012 2:54 PM
To: Jacobs, Sarah
Subject: RE: Protect Your Vote Ohio - WKRC mkgds

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Thursday, September 13, 2012 2:54 PM
To: Whitney Eversole
Subject: Protect Your Vote Ohio - WKRC mkgds
Importance: High

The following spots are missed 9/13 & 9/14 due to late arriving copy:

2x 6-630am @\$1100 each

2x 7-8am @\$700 each

1x 530-6p @\$1900

1x 6-630p @\$2000

2x Sat 6pm @850 each (n/a due football)

1x 11-1135pm @\$2200

Total \$11,400

MKGD offered:

2x M-F 630-7am @\$1100 each (9/17 & 9/18)

2x M-F 8-9am @\$700 each (9/17 & 9/18)

Tues 10-11p @\$6000

1x 430-5pm 9/17 @\$1800

Total \$11,400

I do have an AFC spot left Sunday 9/17, but the rate is \$9000...if you prefer that, I can revise this mkgd package.

Please confirm approval.

(also, FYI Sat 6pm news is not available most weeks between now and the election since we have SEC and some Big East)

Thanks

SAJ

Sarah Jacobs

Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

ORDER

Print Date 09/13/12 16:19:28 Page 1 of 2

LOCAL 12

Orders Order / Rev: 56135
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 09/14/12 - 09/22/12
Original Date / Rev: 09/13/12 / 09/13/12
Order Type: GENERAL

Issue 2 Local 12 WKRC-TV
2684 Primary AE:
09/13/12 - 09/22/12 Sales Office:
GENERAL Sales Region:

Strategic Media Placement
Buying Contact: Billing Type: Cash
Billing Contact: Billing Calendar: Broadcast
7669 Slaggers Loop Billing Cycle: EOM/EOC
Delaware, OH 43015 Agency Commission: 15%

Advertiser Name: **Protect Your Vote Ohio**
Demographic: HH New Business Thru:
Product Codes: Issues/Propositions Order Separation:
Priority: P-1 Advertiser External ID:
Revenue Codes: AGY, POL-ISS, GEN Agency External ID:

| Bill Plan | | | | Totals | | | |
|-------------------|--------------|--------------|-----------------------|----------------|---------|--------------|-------------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Month | # Spots | Gross Amount | Net Amount |
| 08/27/12 | 09/22/12 | 42 | \$68,300.00 | September 2012 | 42 | \$68,300.00 | \$58,055.00 |
| | | | | Totals | 42 | \$68,300.00 | \$58,055.00 |

Account Executives

| Account Executive | Start Of Order - End Of Order | Order % |
|-------------------|-------------------------------|---------|
| LSM LSM | | 100% |

| Order Share | Share | Total |
|------------------|-------|--------------|
| Local 12 WKRC-TV | 41% | \$68,300.00 |
| Market | 100% | \$166,585.37 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| EKRC | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCPO | 20% | \$33,317.07 |
| WLWT | 20% | \$33,317.07 |
| WSTR | 4% | \$6,663.41 |
| WXIX | 15% | \$24,987.80 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|----------|----------|--------------------------|----------|-------------------|------------|------|-------|------------|-----|------|------|-------|------------|
| 1 | WKRC | 09/17/12 | 09/21/12 | 6a Good Morn Cincinnati | CM | 7:00 AM-8:00 AM | 11111-- | :30 | 5 | \$1,100.00 | P-1 | 0.00 | NM | 5 | \$5,500.00 |
| | | | | 6a Good Morn Cincinnati | | (6:00 AM-8:30 AM) | | | | | | | | 5 | \$3,500.00 |
| | | | | | Weekdays | Spots/Week | Rate | | | | | | | | |
| | | | | | | 5 | \$1,100.00 | 0.00 | | | | | | | |
| 2 | WKRC | 09/17/12 | 09/21/12 | CBS This Morning | CM | 7:00 AM-8:00 AM | 11111-- | :30 | 5 | \$700.00 | P-1 | 0.00 | NM | 5 | \$3,500.00 |
| | | | | CBS Morning News | | (7:00 AM-8:00 AM) | | | | | | | | 5 | \$3,500.00 |
| | | | | | Weekdays | Spots/Week | Rate | | | | | | | | |
| | | | | | | 5 | \$700.00 | 0.00 | | | | | | | |
| 3 | WKRC | 09/15/12 | 09/22/12 | 6a-8a Local 12 News SaCM | CM | 7:00 AM-8:00 AM | -----1- | :30 | 1 | \$650.00 | P-1 | 0.00 | NM | 2 | \$1,300.00 |
| | | | | 6a-8a Local 12 News Sat | | (7:00 AM-8:00 AM) | | | | | | | | 2 | \$1,300.00 |
| | | | | | Weekdays | Spots/Week | Rate | | | | | | | | |
| | | | | | | 1 | \$650.00 | 0.00 | | | | | | | |
| | | | | | | 1 | \$650.00 | 0.00 | | | | | | | |

Order / Rev: 56135
Alt Order #:
Flight Dates: 09/14/12 - 09/22/12

Advertiser: Protect Your Vote Ohio

Product Desc: Issue 2
Estimate: 2684

Local 12 WKRC-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|----------------|----------|----------------------------|---------------------------|--------------------------|--------|----------------|----------------|------|-----|-----|------|------------|-------------|
| 3 | WKRC | 09/15/12 | 09/22/12 | 6a-8a Local 12 News Sat | Sat | 7:00 AM-8:00 AM -----1- | :30 | 1 | \$650.00 P-1 | 0.00 | NM | | | 2 | \$1,300.00 |
| | | | | (7:00 AM-8:00 AM) | | | | | | | | | | | |
| 4 | WKRC | 09/15/12 | 09/22/12 | CBS This Morning Satur@M | Saturday Early Show | 8:00 AM-9:00 AM -----1- | :30 | 1 | \$900.00 P-1 | 0.00 | NM | | | 2 | \$1,800.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/10/12 | 09/16/12 | -----1- | 1 | \$900.00 | 0.00 | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----1- | 1 | \$900.00 | 0.00 | | | | | | | | |
| 5 | WKRC | 09/16/12 | 09/16/12 | CBS Sun Morning CM | CBS Sun Morn News | 9:00 AM-9:30 AM -----1 | :30 | 1 | \$1,600.00 P-1 | 0.00 | NM | | | 1 | \$1,600.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/10/12 | 09/16/12 | -----1- | 1 | \$1,600.00 | 0.00 | | | | | | | | |
| 6 | WKRC | 09/14/12 | 09/21/12 | 5p Local 12 News at Five | 5p Local 12 News at Five | 5:30 PM-6:00 PM 11111-- | :30 | 5 | \$1,900.00 P-1 | 0.00 | NM | | | 6 | \$11,400.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/10/12 | 09/16/12 | -----1-- | 1 | \$1,900.00 | 0.00 | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | 11111-- | 5 | \$1,900.00 | 0.00 | | | | | | | | |
| 7 | WKRC | 09/14/12 | 09/21/12 | 6p Local 12 News at SixCM | 6p Local 12 News at Six | 6p-630p 11111-- | :30 | 5 | \$2,000.00 P-1 | 0.00 | NM | | | 6 | \$12,000.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/10/12 | 09/16/12 | -----1-- | 1 | \$2,000.00 | 0.00 | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | 11111-- | 5 | \$2,000.00 | 0.00 | | | | | | | | |
| 8 | WKRC | 09/14/12 | 09/21/12 | 11p M-F Local 12 News @M | 11p M-F Local 12 News 11 | 11p-1135p 11111-- | :30 | 5 | \$2,200.00 P-2 | 0.00 | NM | | | 6 | \$13,200.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/10/12 | 09/16/12 | -----1-- | 1 | \$2,200.00 | 0.00 | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | 11111-- | 5 | \$2,200.00 | 0.00 | | | | | | | | |
| 9 | WKRC | 09/15/12 | 09/22/12 | 11p Sa-Su Local 12 NwsCM | 11p Sa-Su Local 12 Nws 11 | 11p-1135p -----1- | :30 | 1 | \$2,200.00 P-2 | 0.00 | NM | | | 2 | \$4,400.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/10/12 | 09/16/12 | -----1- | 1 | \$2,200.00 | 0.00 | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -----1- | 1 | \$2,200.00 | 0.00 | | | | | | | | |
| 10 | WKRC | 09/16/12 | 09/16/12 | 11p Sa-Su Local 12 NwsCM | 11p-1135p | -----1- | :30 | 1 | \$2,200.00 P-2 | 0.00 | NM | | | 1 | \$2,200.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/10/12 | 09/16/12 | -----1-- | 1 | \$2,200.00 | 0.00 | | | | | | | | |
| N 11 | WKRC | 09/17/12 | 09/18/12 | 6a Good Morn Cincinnati CM | 6:30 AM-7:00 AM 11----- | :30 | 2 | \$1,100.00 P-1 | 0.00 | NM | | | 2 | \$2,200.00 | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | 11----- | 2 | \$1,100.00 | 0.00 | | | | | | | | |
| N 12 | WKRC | 09/17/12 | 09/18/12 | CBS This Morning CM | 8:00 AM-9:00 AM 11----- | :30 | 2 | \$1,100.00 P-1 | 0.00 | NM | | | 2 | \$1,400.00 | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | Tue Spec | CBS Morning News | (8:00 AM-9:00 AM) | | | | | | | | | |
| N 13 | WKRC | 09/18/12 | 09/18/12 | Tue Spec | CM | 10:00 PM-11:00 PM 1----- | :30 | 1 | \$6,000.00 P-1 | 0.00 | NM | | | 1 | \$6,000.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | -1----- | 1 | \$6,000.00 | 0.00 | | | | | | | | |
| N 14 | WKRC | 09/17/12 | 09/17/12 | 4p Local 12 News at Four@M | 4:30 PM-5:00 PM 1----- | :30 | 1 | \$1,800.00 P-1 | 0.00 | NM | | | 1 | \$1,800.00 | |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| | | Week: 09/17/12 | 09/23/12 | 1----- | 1 | \$1,800.00 | 0.00 | | | | | | | | |

Totals

42

\$68,300.00